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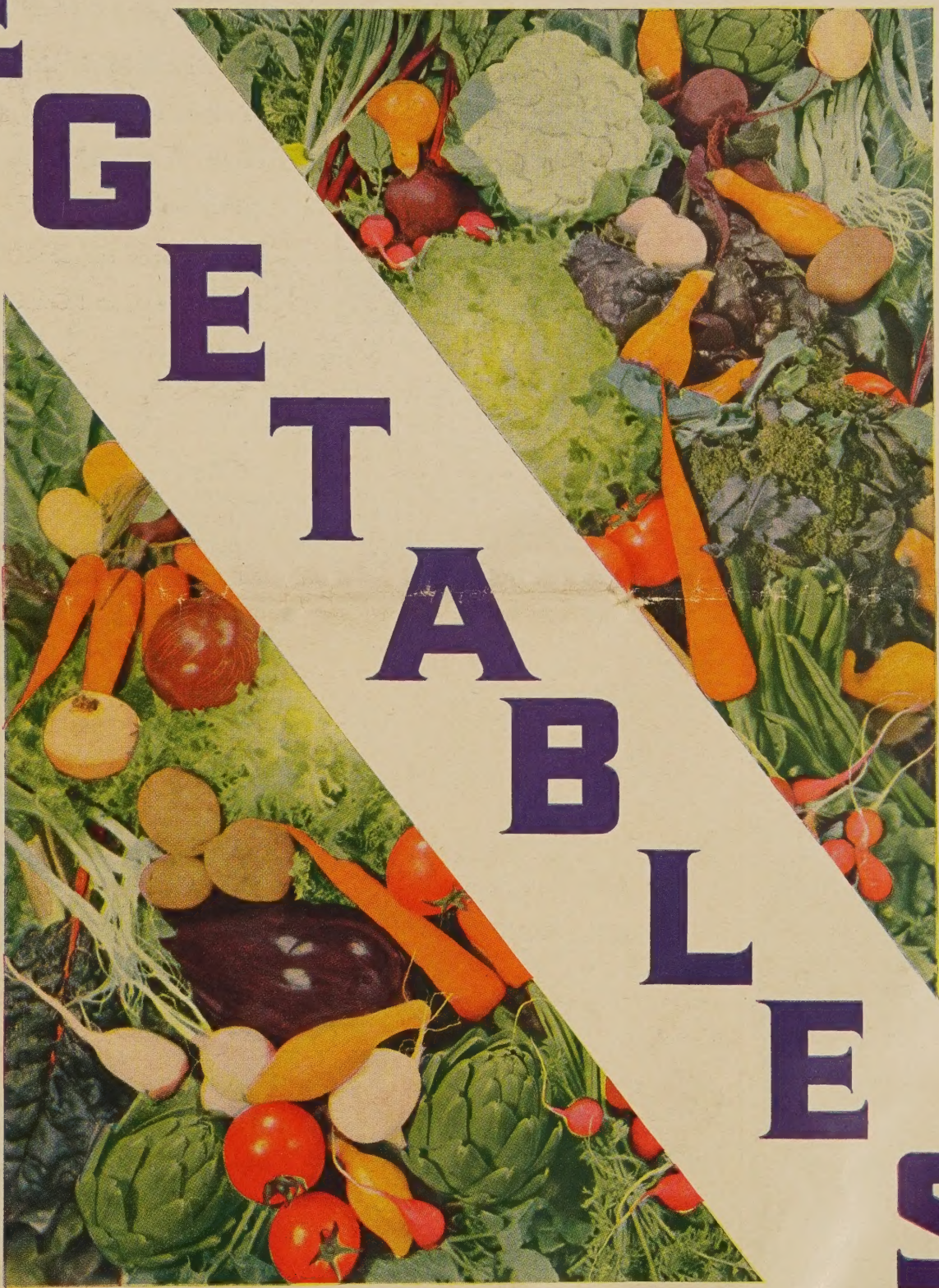
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Descriptive Price list 1943

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VICTORY VEGETABLES VITAMINS



"HELP WIN THE WAR" IN YOUR GARDEN
PAUL J. HOWARD'S CALIFORNIA FLOWERLAND



Paul J. Howard's Vegetable Seeds Of Outstanding Merit

Plant your Victory Garden with these selected seeds for fresh, home-grown vegetables of mouth-watering quality. We package all of our own fresh seed, assuring highest germination.

All prices for seed are postpaid. (Except Beans, Peas, and Corn in pound lots.)

CABBAGE

EARLY RED ROCK. The darkest strain of red cabbage, heads solid and leaves crisp, fine flavored. Excellent for slaw, salads and for cooking and pickling. Pkt. 10c; ounce 80c.

CANNONBALL. Late. Large close globe-shaped heads of medium size, weighing 7 to 9 pounds. Very firm, solid, of good quality, a good keeper. Pkt. 10c; ounce 80c.

CHINESE CABBAGE WONG BOK. Our strain is the genuine Wong Bok imported from China, and is considered the perfect Chinese cabbage. The tall, solid, crisp heads are tender and are ideal for salads and for cooking. Pkt. 10c; ounce 45c.

EARLY JERSEY WAKEFIELD. An early maturing summer cabbage of finest quality, producing small, solid heads with leaves tender and mild flavored. Especially desirable for the home garden because of its earliness and compact growing habit. Pkt. 10c; ounce 60c.



IMPROVED KENTUCKY WONDER BEANS

BEANS

MONTALVO EVERBEARING BUSH LIMA. An everbearing large bush lima bean of exceptional merit and tender quality. Plant seed about April first in hills, four by four feet apart. Beans mature from September to January. When new growth starts, prune as you would a grape vine and protect with straw or other mulch. A new crop appears in May. When vines show age, about July, prune as before, and your third crop is ready in October. Continue pruning twice a year, irrigate and fertilize. Every garden should have a planting of these wonderful everbearing beans. Packet 15c; ½ lb. 40c; lb. 75c.

BUSH BEANS

IMPROVED DWARF BUTTER WAX. High quality home garden sort, plants erect, vigorous and productive. Pods are round, very fleshy, waxy yellow, entirely stringless and of rich flavor; splendid for canning. Pkt. 10c; ½ lb. 25c; 1 lb. 45c.

CANADIAN WONDER. Fine quality late snap beans, also good as shell beans. Flat, straight, light green pods, not stringless but very tender. Plant from September to November, according to locality. Packet 10c; ½ lb. 25c; lb. 45c.

STRINGLESS GREEN POD. Of dwarf bush type, erect and very productive. Pods are round, medium green, meaty, stringless and tender, of finest flavor. Pkt. 15c; ½ lb. 25c; lb. 45c.

POLE BEANS

IMPROVED KENTUCKY WONDER. (Brown Seeded). The most popular green climbing pole bean, always tender and stringless. Pods are round, medium light green, eight inches long, of fine flavor and quality. Plants vigorous, hardy, and productive over a long season, if kept picked. Pkt. 10c; ½ lb. 25c; lb. 45c.

IMPROVED SCARLET RUNNER POLE BEAN. Grown for its clusters of showy scarlet flowers as much as for the large crops of tender green beans. Very hardy, attractive over trellises or fences. Pkt. 15c; ½ lb. 25c; lb. 45c.

BEETS

IMPROVED EARLY BLOOD TURNIP. A medium early variety suited to home garden use. Roots smooth, flesh deep red with purple zones. Crisp and tender. The young tops make delicious beet greens. Pkt. 10c; ounce 30c.

BROCCOLI

GREEN SPROUTING. Delicious novelty vegetable that is cooked and served as you would asparagus. Plants form sprouts about six inches long and produce heads of deep green buds which should be cut in the half-open stage. After sprouts are cut, others appear, so you will be supplied from eight to ten weeks. Pkt. 10c; ounce 60c.

BRUSSELS SPROUTS

MEDIUM DWARF. Plants of robust habit, thickly set with the small compact heads of delicate flavor. Culture is the same as for cabbage. Pkt. 10c; ounce \$1.00.

CARROT

DANVERS HALF LONG. Popular home garden carrot of fine quality and flavor. Deep orange roots, 6 to 7 inches long, uniformly tapered to a blunt end. Flesh is crisp and tender. Pkt. 10c; ounce 50c.

OXHART. The most desirable carrot for heavy soils, very productive. Carrots are 4 to 5 inches long, of high quality and ready for use early. Pkt. 10c; ounce 50c.

CELERY

UTAH GOLDEN STRINGLESS. Table celery of finest quality. Broad, thick stalks, tender and stringless, pure white and very crisp when blanched, of delicious flavor. Pkt. 10c.

CELERIAC OR TURNIP ROOTED CELERY. The thick roots, of pungent celery flavor, are cooked and used in salads, soup, or as a vegetable. Grow in rich, moist well-drained soil. Pkt. 10c.

CELTUCE

A unique new vegetable, introduced from China, and belonging to the lettuce family. Plants form a stalk, covered with tender, light green leaves having the flavor of lettuce, which make delicious salads. The stalks, which have the flavor of mild celery, are peeled of their outer skin and fiber, and eaten raw like celery, or cooked like asparagus or broccoli, to be served with butter, sauces, or au gratin. Sow the seed thinly in rows 1 to 1½ feet apart, cover one-fourth inch with fine soil. Thin to stand 1 foot apart in the rows. Pkt. 15c.

SWISS CHARD

CRIMSON RHUBARB. A new Swiss Chard that looks like rhubarb. Ready for use very early, and continues for several months. Leaf stalks, considered by many the most delicious part of the plant, are fleshy, tender and crisp, and bright crimson. The rich color extends into the deep green, heavily crumpled leaves. Cook the leaf stalks alone, or only the leaves, or cook both together, for a sweet delicate flavor you never knew existed in a leafy vegetable. Easily grown, thrives everywhere. The foliage of this handsome vegetable is often used in flower arrangements. Packet of 50 seeds, 15c; 100 seeds, 25c.

LUCULLUS. Leaves about 24 inches tall, large and upright, tender and mild flavored. The mid-rib may be trimmed and cooked like Asparagus. The leaf part is cooked like spinach. Pkt. 10c; ounce 30c.

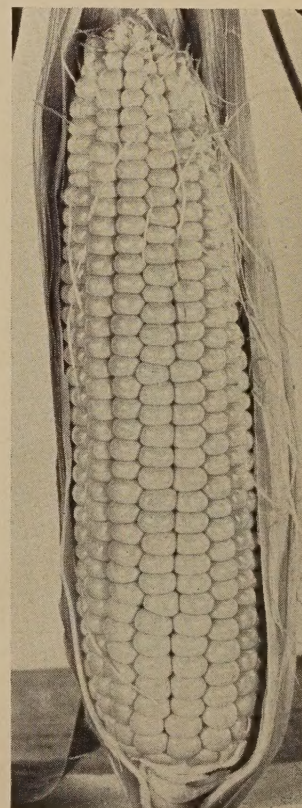
CHIVES

Perennial belonging to the onion family, with leaves of delicate onion flavor, used for salads, soups, garnishing. Seed germinates slowly. Pkt. 15c.

SWEET CORN

GOLDEN CROSS BANTAM. Leading Bantam strain, outstanding in quality and yield, especially for the home garden, producing very sweet, tender, golden yellow kernels on 8-inch ears. Ears enclosed in tight husks. Packet 10c; ½ lb. 40c; lb. 70c.

OREGON EVERGREEN. The standard white sweet corn for home gardens, with large ears of excellent quality and flavor, covered with a tight husk. Very early and prolific. Pkt. 10c; ½ lb. 25c; lb. 45c.



GOLDEN CROSS BANTAM

CUCUMBER

IMPROVED LEMON. Similar in shape and color to a lemon, with delicate flavor, this is an excellent novelty for the home garden. Produces heavily. Pkt. 10c.

IMPROVED LONG GREEN. Standard late cucumber for the home garden, long slender fruits of deep green with crisp flesh. Prolific and dependable. Pkt. 10c; ounce 25c.

EGG PLANT

NEW YORK IMPROVED. Upright branching plants, early and almost continuous in bearing. Fruits are oval, satiny smooth, blackish purple, large and of good flavor. Pkt. 10c; ounce 65c.

ENDIVE

GREEN CURLED. Salad plant with crisp curled leaves of piquant flavor. When ready for use, the outer leaves are bright green, center leaves blanched creamy white. Pkt. 10c; ounce 20c.

KOHLRABI

EARLY WHITE VIENNA. Delicious root vegetable, having tender, fine grained, creamy white flesh. Skin is light green. Sow in August or September for late fall or winter use. Pkt. 10c; ounce 75c.

LETTUCE

PAUL HOWARD'S MIDGET LETTUCE. See back cover—Makes a small head, very crisp and delicious, with smooth, dark green leaves blanching to rich yellow inside. For individual salad bowls, use one head per serving, with French or other tasty dressing. Pkt. 15c.

EARLY CURLED. The most widely used leaf lettuce, early and dependable. Plant is large, compact, non-heading. Leaves are light green, frilled, firm, very crisp and tender. Pkt. 10c; ounce 25c.

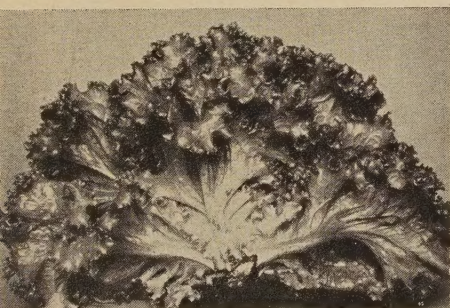
LOS ANGELES MARKET. The most widely used head lettuce, and extensively grown on the Pacific Coast. Plant is dark green and crisp heading, heads well folded and blanched. Our strain is carefully selected. Pkt. 10c; ounce 30c.

NEW YORK P. W.-55. All America Selection. A very early lettuce with compact, flattened heads of medium size. Of the Los Angeles Market type, crisp and of fine flavor. Excellent for spring planting in the home garden. Pkt. 15c; ounce 40c.

ROMAINE. (Cos Lettuce). Heads up to ten inches tall, with long light green, self-folding leaves with crisp white midribs. Pkt. 10c; ounce 25c.

LEEK

AMERICAN FLAG. An early, short, thick-stemmed variety with large green leaves and exceptionally mild flavor. Delicious in soups and salads, also served as a vegetable like onions. Pkt. 10c; ounce \$1.25.



LETTUCE EARLY CURLED



LETTUCE LOS ANGELES MARKET

MUSKMELON

TIP TOP. Oval fruits, yellow fleshed, sweet and juicy, of finest flavor. Splendid for the home garden. Pkt. 10c; ounce 25c.

ROCKYFORD. Also known as Netted Gem, and one of the best melons for the home garden. Fruits are oval, entirely covered with a uniform netting. Flesh is light green, juicy, and of delicious flavor. Pkt. 10c; ounce 25c.

FAMOUS INDIANA. One of the finest melons for the home garden, with rich yellow flesh and fine flavor that may be compared with the Persian melon. It is heavily netted and very thick meated. Pkt. 10c; ounce 25c.

WATERMELON

KLONDYKE. The most popular watermelon for California gardens. Flesh is rich, dark red, very delicious and sweet. Adapted to home garden culture. Pkt. 10c; ounce 20c.

GEORGIA RATTLESNAKE. Fruits are light green with darker stripes, flesh is pink, close grained and very sweet. Seed is white. Very desirable home garden variety. Pkt. 10c; ounce 20c.

ONION

SILVERSKIN OR WHITE PORTUGAL. The most widely used white onion, pure white, flat, and hard, of mild crisp texture and good keeping qualities. An all-purpose onion, splendid for green onions, salad, and storage for winter. May be planted from November to April. Pkt. 10c; ounce \$1.25.

RIVERSIDE SWEET SPANISH. The mildest onion in cultivation, popular for slicing, white flesh of pleasing flavor. Very large, globular onion with golden yellow skin, keeps well; immensely prolific. Pkt. 10c; ounce \$1.00.

PARSLEY

DOUBLE MOSS CURLED. Compact growing, with finely cut and densely curled leaves of deep green. For garnishing, and for flavoring, this is the favorite variety. Pkt. 10c; ounce 20c.

TURNIP ROOTED PARSLEY. Roots of this variety are used for flavoring soups, stews, salads. Roots resemble a slender parsnip, with flavor like celery root. Pkt. 10c.

PARSNIPS

FRENCH HALF-LONG. Roots ten to twelve inches long, two to three inches thick at top, pure white, of fine flavor and quality. Sow in deep rich sandy loam, one-half inch deep, pressing soil down firmly. Parsnip seed germinates slowly. Pkt. 10c; ounce 25c.

PEAS

SPECIAL DWARF TELEPHONE. An improved dwarf telephone pea of exceptionally fine quality and flavor. Vines grow to a height of 20 inches, producing large, deep green pods, 5 inches long, containing 8 to 10 peas of delicious quality. Pkt. 10c; ½ lb. 25c; lb. 45c.

ALDERMAN. Improved Tall Telephone. Height 5 to 6 feet. Popular market variety that should be grown on poles, using twine between the poles. Vines and pods are dark green, the pods well filled, plump and pointed; peas large and tender, sweet flavored. Resistant to fusarium wilt. Pkt. 10c; ½ lb. 25c; lb. 45c.

DWARF EDIBLE POD SUGAR PEA. Also known as Chinese Pea. Produces pods on wiry vines and is unsurpassed for sweetness and flavor. The pods are cooked whole only a few minutes, without shelling, and served with butter. Extraordinarily heavy yielding. Pkt. 10c; ½ lb. 25c; lb. 45c.

PEPPER

CALIFORNIA WONDER SWEET PEPPER. The ideal pepper for the home garden and for stuffing. Fruits are large, smooth and regular, 4½ inches long and nearly 4 inches across, with thick flesh and deep rich green skin. Pkt. 10c; ounce 85c.

ANAHEIM CHILI. Hot Pepper. The most desirable for seasoning, drying, and pickling because of its agreeable pungency. Fruits 6 to 8 inches long, about 1 inch across, deep green changing to rich scarlet as they ripen. Pkt. 10c; ounce 65c.

RADISH

CRIMSON GIANT. A superior home variety, large, globular, and always tender, crisp and of mild flavor. Keeps a long time without becoming pithy. Pkt. 10c; ounce 20c.

SPARKLER. Popular radish of outstanding quality. Tops are small, with deep turnip shaped roots, almost globular, and slender tap root. Scarlet with white area around top. Crisp and tender. Pkt. 10c; ounce 20c.

WHITE ICICLE. The best early white variety, with long roots and small tops. Excellent quality, brittle and mild flavored. Pkt. 10c; ounce 20c.

CHINESE ROSE WINTER RADISH. Oval in shape, 6 to 7 inches long, 2 inches in diameter, deep rose with white tip. Flesh pure white, mild, crisp. Pkt. 10c.

ROSELLE

QUEENSLAND JELLY PLANT. Easily grown from seed planted in spring when ground is warm. The bushy plants grow 4 to 5 feet high. The fleshy calyx surrounding the seed pod is used as soon as the flower drops, for making jelly, which is equal to guava or currant in flavor. Pkt. 10c; ounce 50c.

RUTABAGA

YELLOW SWEET. Roots large, round, light yellow, purplish at the top. Flesh is yellow, sweet, firm and fine grained. The best table variety. Pkt. 10c; ounce 20c.

SORREL

FRENCH BROADLEAF. Long leaves of pale green, excellent for salads, soup, or cooked like spinach. Plants will produce leaves of fine quality and flavor for three or four years. Ready for use in two months. Pkt. 10c.

SPINACH

SUMMER SUCCESS. The best variety for summer use. On moist peat land, this variety will produce crisp tender leaves 14 inches long. Pkt. 10c; ounce 20c.

WINTER BROADLEAF. Splendid winter sort, with large, thick, broad leaves of fine flavor. Pkt. 10c; ounce 20c.

NEW ZEALAND. Splendid for summer planting, producing spreading, branched stems and thick, fleshy leaves. Soak seed in warm water overnight, and plant in hills 2 feet apart. Packet 10c; ounce 25c.

MUSTARD SPINACH

TENDERGREEN. A pleasingly flavored mustard, so mild it is almost like spinach. May be grown in place of spinach during the summer. Leaves are ready to use 3 or 4 weeks after sowing. Pkt. 10c; ounce 20c.

SQUASH

SUMMER WHITE BUSH SCALLOP. Green Tint. A much improved type of the white bush squash. Young fruits are deep green, holding their color at the edible stage, and of excellent flavor. Pkt. 10c; ounce 20c.

SUMMER BLACK ZUCCHINI. Most desirable for home and market garden, noted for its vitamin content. Fruits are deep green, 6 to 8 inches long, and are used when quite young. Plants are bushy and very productive. Pkt. 10c; ounce 20c.

WINTER PINK BANANA. Considered the richest and finest flavored of the winter squash. Fruits are 15 to 20 inches long, with flesh of fine texture, thick, and light orange in color. Pkt. 10c; ounce 20c.

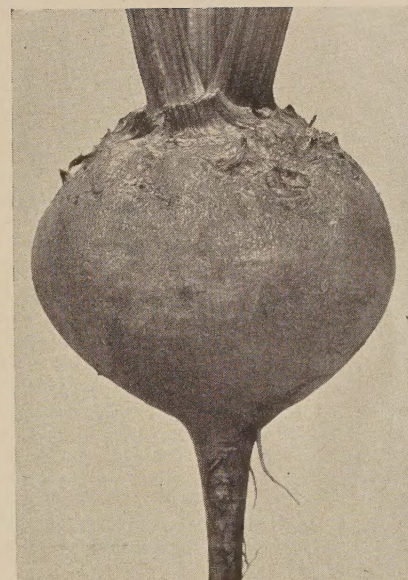
GREEN WARTED HUBBARD. The most popular winter squash, ready in 105 days, with thick, sweet flesh of deep orange yellow, fine grained and dry. Medium large, 9 to 10 inches in diameter. Packet 10c; ounce 25c.

ENGLISH MARROW. Thick cream colored flesh, very sweet. Almost smooth fruits ready in 62 days. For early fall and winter use. Packet 10c; ounce 20c.

TURNIP

PURPLE TOP WHITE GLOBE. The all-purpose variety for the kitchen garden. Tops are dark green, and make excellent tender greens when cut young. Roots are globe shaped, smooth, the upper part purple, under side white. Flesh is white, crisp, sweet and tender. Pkt. 10c; ounce 20c.

EARLY WHITE SNOWBALL. An early table sort, roots of medium size, white throughout, crisp, tender and sweet. Pkt. 10c; ounce 20c.



BEET IMPROVED EARLY RED

TOMATO

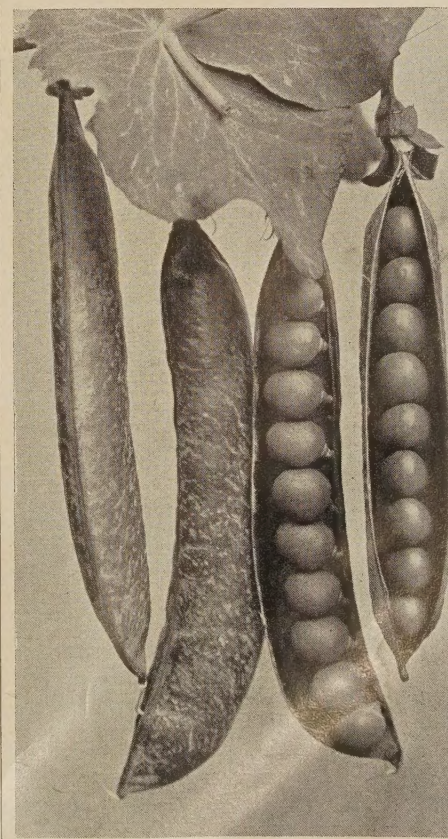
PAUL J. HOWARD'S GARDEN KING. (See back cover). A wonderful new variety recommended for the home garden. Plants are of strong growth, producing clusters of 6 to 14 medium sized fruits on long fruit stems. Tomatoes are brilliant red, firm fleshed, and of delicious flavor. Plants produce large crops of fruit. Pkt. 25c.

CRIMSON CUSHION OR BEEFSTEAK. Very large, round and uniform fruits, bright scarlet in color. Flesh is solid and meaty, of delicious mild flavor, with few seeds. Pkt. 10c; ounce 65c.

IMPROVED STONE. An early, wilt-resistant strain, with fruits of good size, very solid, and a little deeper red than the ordinary Stone. Ideal for canning. Packet 10c; ounce 60c.

RED CHERRY OR COCKTAIL TOMATO. A very productive variety, bearing clusters of small sweet red fruits, for salads, garnishing, and preserves. Pkt. 10c.

YELLOW GARDEN QUEEN. A large yellow tomato that is non-acid and of delicious flavor, excellent for salads, imparting a novel color as well as flavor. With sliced lemon and preserved ginger, it makes a delicate conserve. Pkt. 10c.



SPECIAL DWARF TELEPHONE PEAS

Artichokes

Large, growing plants of Green Globe variety, established in 1-gallon cans. Safe to plant any time of year.

Artichokes are a valuable and decorative home garden vegetable, bearing crops for 10 years. Hardy, they do well in any climate or soil. Space plants from 3 to 6 feet apart. Fine hedge or background plant. Six plants will supply a family of four with plenty of delicious artichokes. Everyone should grow artichokes in their garden.

Each 50c; 3 for \$1.35; 6 for \$2.50

Sweet Potato Plants

An important food crop, easy to grow. Be sure to have a patch in your Victory Garden. If you have an unplanted parkway, Sweet Potatoes will grow there, making a good ground cover. Make rows 3 feet across, set plants 18 inches apart in rows.

25 for 75c; 100 for \$2.00

1000 for \$15.00

Rhubarb

Cherry Rhubarb, large plants already growing in 1-gallon tins.

Each 50c; 3 for \$1.35

Asparagus Roots

Available until June 1

Mary Washington Asparagus, the leading variety.

25 for \$1.00

Mushrooms

AMERICAN GROWN PURE CULTURE SPAWN.

Mushrooms are easily produced in corners of the garden, or in specially prepared beds. The spawn may be crumbled fine and planted in unused sod or grassland, producing a crop of mushrooms of finest quality in a few months. One carton of Pure Culture Spawn will plant 40 square feet. Carton \$1.10, postpaid.

Our special leaflet, "Mushroom Culture" will be sent free upon request.

MAIL ORDERS

Please add 3% sales tax. Plants shipped by express.

Please add 10% for packing. Minimum Packing Charge, 25c.

Vegetable Plants In Plant Band Pots

Now you can set out vegetable plants from our new plant-band pots, and save time and effort. Plants in plant-band pots are stronger, since each plant has its own root system, fully developed and ready to start growing in your garden. They are economical, too, since there is no loss in planting. Roots are not damaged in transplanting.

Leading varieties of vegetable plants are available in plant-band pots.

	1/2 Dozen	Dozen	25		1/2 Dozen	Dozen	25
Broccoli	.30	.50	.95	Endive	.40	.75	1.25
Brussels Sprouts	.30	.50	.95	Kale, Scotch Early	.30	.50	.95
Cabbage	.30	.50	.95	Lettuce, Bibb	.30	.50	.95
Cannonball—Chinese—Early Red Rock				Lettuce, Romaine	.30	.50	.95
Celery	.30	.50	.95	Leek, American Flag	.30	.50	.95
Utah Golden—Turnip Rooted (Celeriac)				Muskmelon, Rockyford	.40	.75	1.25
Celtuce	.30	.50	.95	Cranshaw Melon	.40	.75	1.25
Chard, White Swiss	.30	.50	.95	Most delicious Melon, 6 to 8 lbs. each			
Chard, Crimson Rhubarb	.40	.75	1.25	Watermelon	.40	.75	1.25
Chives	.40	.75	1.25	Parsley	.40	.75	1.25
Corn	.30	.50	.95	Pepper	.40	.75	1.25
Country Gentleman—Golden Cross Bantam—Oregon Evergreen				Anaheim Chili—California Wonder			
Cucumber	.40	.75	1.25	Roselle, Queensland			
Delta Trellising—Lemon—Long Green				Jelly Plant	.40	.75	1.25
Egg Plant	.40	.75	1.25	Squash	.40	.75	1.25
				Summer Bush Scallop—Zucchini—Pink Banana			

VICTORY GARDEN PLANTING CHART

Variety	Seeds or Plants	Time to Plant	Space bet. Rows	Distance Apart in Rows	Amount of Seed or No. of Plants per 100 ft. of row
Artichokes	Plants in 1-gal.	All Year	4 ft.	2 ft.	50 Plants
Asparagus	Plants	Jan.-May	2 ft.	18 in.	75 Plants
Beans, Bush	Seed	May-June	4-6 ft.	16-20 in.	1 lb. seed
Beans, Pole	Seed	May-Aug.	2 ft.	6-8 in.	1/2 lb. seed
Beans, Lima	Seed	April-Aug.	10 in.	8-10 in.	1 lb. seed
Beets	Seed	All Year	10-12 in.	3-4 in.	1 oz.
Broccoli	Seed	July-Feb.	2 ft.	18 in.	1/4 oz.
Broccoli	Plants	Oct.-Mar.	2 ft.	18 in.	35 Plants
Brussels Sprouts	Seed	May-Sept.	20 in.	15 in.	1/4 oz.
Brussels Sprouts	Plants	July-Dec.	20 in.	15 in.	40 Plants
Cabbage	Seed	May-Sept.	20 in.	15 in.	1/4 oz.
Cabbage	Plants	Sept.-Mar.	20 in.	15 in.	40 Plants
Cantaloupe	Seed	April-June	4 ft.	3 ft.	40 Plants
Carrots	Seed	All Year	10 in.	2 ft.	1/2 oz.
Cauliflower	Seed	Sept.-Mar.	20 in.	18 in.	1/8 oz.
Cauliflower	Plants	Aug.-Feb.	20 in.	18 in.	40 Plants
Celery	Seed	All Year	20 in.	8 in.	1/4 oz.
Celery	Plants	Sept.-May	20 in.	10 in.	60 Plants
Chard	Seed	All Year	18 in.	8 in.	2 oz.
Chinese Cabbage	Seed	Aug.-Mar.	20 in.	10 in.	1 oz.
Corn	Seed	Mar.-Aug.	2 ft.	12-18 in.	1/2 lb.
Cucumber	Seed	Mar.-Aug.	4 ft.	3 ft.	1/2 oz.
Egg Plant	Seed	Mar.-July	2 1/2 ft.	2 ft.	1/4 oz.
Endive	Seed	All Year	1 ft.	10 in.	1/2 oz.
Kale	Seed	Aug.-Mar.	2 ft.	12 in.	1/2 oz.
Kohlrabi	Seed	Sept.-Mar.	18 in.	6 in.	1/4 oz.
Leek	Seed	Oct.-Feb.	12-15 in.	6 in.	1/2 oz.
Lettuce	Seed	All Year	14-18 in.	8-10 in.	1/2 oz.
Okra	Seed	Apr.-July	2 ft.	12 in.	1 oz.
Onion	Seed	All Year	10 in.	2-4 in.	1/2 oz.
Onion Sets	Sets	Sept.-June	10 in.	2 in.	3 lbs.
Parsley	Seed	All Year	10 in.	3-4 in.	1/4 oz.
Parsnip	Seed	Aug.-Nov.	1 1/2 ft.	2 ft.	1 oz.
Peas	Seed	Sept.-Mar.	2 ft.	4 in.	1 lb.
Pepper	Seed	May-July	2 ft.	18 in.	1/2 oz.
Pepper	Plants	Apr.-July	2 ft.	18 in.	40 Plants
Potato—White	Tubers	Jan.-Apr. Jul.-Oct.	3 ft.	1 ft.	10 lbs.
Potato—Sweet	Plants	April-May, June	3 ft.	14 in.	100 plants
Pumpkin	Seed	April-July	6 ft.	5 ft.	2 oz.
Radish	Seed	All Year	10 in.	1-2 in.	1 oz.
Rhubarb	Roots	Jan.-April	5 ft.	2 1/2 ft.	25 plants
Spinach	Seed	Sept.-April	12 in.	5-8 in.	1 oz.
Squash, Summer Bush	Seed	Mar.-Aug.	3 ft.	3 ft.	1 oz.
Squash, Wint. Running	Seed	Mar.-Aug.	6 ft.	4 ft.	1 oz.
Tomato	Seed	Mar.-June	4 ft.	3 ft.	1/4 oz.
Tomato	Plants	April-Aug.	4 ft.	3 ft.	25 plants
Turnip	Seed	Sept.-May	10 in.	5 in.	1/2 oz.
Watermelon	Seed	May-July	6 ft.	4 ft.	1 oz.

FRUIT TREES

CITRUS • AVOCADOS SUBTROPICAL FRUITS

AVOCADOS

The luxury fruit, available to nearly all Southern California gardens.

Plant Avocados for their ornamental value, and for the delicious fruit, which is becoming a staple article of diet, rich and healthful.

Prices: 6 to 7 foot trees, each \$3.50 (except McPherson)

Figures after name of variety indicate broadly the district to which each variety is best suited.

1—Coastal Belt; 2—Transitional or Foothill; 3—Interior.

ANAHEIM. 1 and 2. Large oval fruits, glossy green thick skin; heavy bearer every year. May to July.

BENEDICT. 3. Hardest of all. Good quality small to medium sized pear-shaped black fruits. This variety and Duke should be planted in San Fernando Valley and similar districts. Sept.-Oct.

BENIK. 1 and 2. Especially fine home fruit, because it bears regularly near coast. Excellent fruit, medium sized, pear-shaped; maroon skin. May-Aug.

DICKINSON. 1. Follows Fuerte in ripening. The rough, black oval fruits are of highest quality. Regular bearer. April-Sept.

DUKE. 2 and 3. Oval green, medium sized, thin-skinned fruits. Rich flavor. Vigorous and hardy. Sept.-Nov.

EDRANOL. 1 and 2. Dark green, pear-shaped fruit; smooth, buttery flesh. Tree slender and upright, adapted to limited space. May-Aug.

FUERTE. 2. The leading California variety, familiar to all who know Avocados. We have both Cole and Newman strains, recommended for heavy bearing. Both have fruit of highest quality. Green, leathery skin and rich, smooth flesh, usually with small seeds. Jan.-April.

GANTER. 2 and 3. One of the hardiest trees. Green, medium-sized fruits of good quality and flavor. Oct.-Dec.

HELLEN. 1 and 2. Fruits resemble the finest Fuertes, and are ripe from August to October. Trees are exceptionally ornamental, vigorous, and bear regular crops. Highly recommended.

LEUCADIA. 1 and 2. Beautifully formed, ornamental tree, desirable for shade purposes, in addition bearing good quality, purplish black fruits from October to December.

NABAL. 1 and 2. The leading summer variety in present plantings, next to Fuerte, in commercial production. Fruits large, green, leathery skinned, of the very finest quality. Should be planted wherever winters are mild. June to Sept.

PUEBLA. 2. Popular variety, ripening just before Fuerte. Thin skinned, purple-maroon fruits of good size and flavor. Nov. and Dec.

New Avocado

McPHERSON. Perhaps the most promising of any of the newer varieties yet tried. Everyone is looking for a fruit of Fuerte quality that is regular in bearing habits. McPherson is a vigorous tree of beautiful appearance, harder than most of its type. Fruits resemble Fuerte, green, with flesh of deep gold color, rich and buttery, with very small seed. Season January to April. Patented. 6 to 7 ft. trees, Each \$4.50.

Richest in Vitamin C NEW GUAVA

"Peruvian Pink"

(Psidium guajava, variety Peruvian Pink)

This new variety bears wonderful crops of fruit, the finest quality of any of the tropical Guavas we have tried in California. The fruits are very large, yellow when ripe, with bright rose-pink flesh. It is a delicious fresh fruit, and unexcelled for jellies.

Of great value, too, as an ornamental shrub, with effective foliage of bold texture and rich color. 1-gallon containers, each \$1.00; 5-gallon, \$2.50.

Surinam Cherry

(EUGENIA UNIFLORA)

A large ornamental shrub or hedge plant, bearing quantities of waxy, eight-angled fruits, shining green at first and changing to brilliant orange, then to bright red. They have an agreeable spicy flavor, fine for a salad garnish or for jelly. Fruiting specimens, 5-gallon containers, \$2.50.

Cherimoya

One of the most delicious of subtropical fruits. The budded varieties bear quite regularly and are very ornamental trees. Fruit is from 2 to 4 inches through, yellowish green in color when ripe, and is filled with delicious custard-like flesh with a flavor somewhat like a combination of pineapple and banana. It is most enjoyable when served chilled. Cherimoyas should be in every garden where there is comparative freedom from frost.

We have the Whaley, a very large fruit, and several other budded varieties selected for their outstanding bearing qualities in the localities where they originated.

Heavy caliper, budded trees each \$4.50.

PERUVIAN PINK GUAVA

All California Gardens Should Have CITRUS FRUITS

In addition to the delicious, healthful fruits they produce, you will enjoy the fragrance of their blossoms, and their ornamental value.

Oranges

The two leading varieties for California are Washington Navel, for eating and salads, and Valencia, for juice.

WASHINGTON NAVEL. The famous California seedless orange, the delicious large fruits ripening from December to April. The skin peels readily, and segments separate easily.

VALENCIA. The leading summer orange. The juice is rich and flavorful, the fruits large and smooth. One of our most valuable fruits for home gardens, because the fruits, which ripen in May, may be left on the tree until winter, using the crop as needed. Also, the trees are most vigorous.

RUBY BLOOD ORANGE. We are sure you will enjoy this unique variety, which has red juice and streaks of red in the flesh. The skin has a red blush. The flavor of the fruits is distinct and sprightly, fine for juice, or peeling and eating. Trees are vigorous and hardy. February to June.

Eustis Limequat

Very ornamental trees, producing fruits almost immediately after planting. Fruits are small, oval, and bright yellow, the juice very much like that of the lime. Trees are hardy, and not damaged by temperatures as low as 20 degrees.

Lemons

EUREKA. The celebrated California lemon, and favorite shipping variety. Fruits of medium size, smooth, glossy, heavy, juicy and well flavored; keeps well. Tree is vigorous, almost thornless, and a prolific bearer. In great demand because flowers, green and ripe fruit are borne almost the entire year. Especially heavy crop in midsummer, when lemons are much in demand. Prune only enough to keep the tree shapely, as the extra foliage protects the fruit from sunburn.

PONDEROSA. The fruits of this variety are of amazing size; juice and flavor are excellent, especially fine for lemon pie. Trees are very ornamental and bear when quite small.

PINK LEMON. This form of the Eureka Lemon is extremely interesting, with handsomely variegated leaves and pink flesh and juice. The fruits are striped in green, yellow and white.

MEYER LEMON

This is a Dwarf Chinese Lemon, valuable as an ornamental shrub and for hedges, or as a small tree or pot plant, because of the handsome foliage, fragrant blossoms and fruits, which are full size, beautiful deep golden yellow, and of the finest quality. The Meyer Lemon should be in every California garden, and may be grown in pots where citrus fruit cannot be grown out-of-doors. The plants are constantly in flower or fruit.

Balled, bushy plants. 18-24 inches, \$2.85; 2-2½ ft., \$3.50. 1-gallon containers, 85c.

Delicious Tangerines and Mandarins

These are especially valuable trees for home gardens, because they grow readily and bear heavy crops of sweet, juicy, sprightly flavored fruit, that is not readily obtained in markets.

ALGERIAN. The earliest to ripen, sweet and ready to pick from December to March. Fruit is of excellent quality, and the tree is handsome in appearance.

DANCY. Fruit is of medium size, sweet, with deep orange rind. Ripens from February to August and is the standard variety.

KING MANDARIN. The Kid-Glove Orange. This is the largest of the tangerines, the fruits equal in size to an average Valencia orange. They are round, with rough skin which peels readily from the sweet juicy center segments.

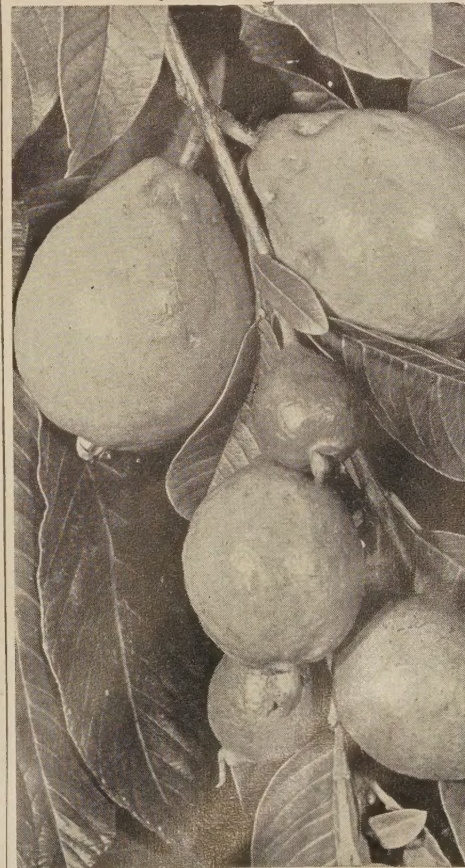
SATSUMA. The hardest of all, and rather dwarf in habit. The sweet, juicy, loose-skinned fruits are ripe before Christmas. Will thrive in districts where other citrus fruits fail.

Limes

TAHITI. (Bearss Seedless) A favorite in the tropics, this lime is the finest grown. Fruits are large, lemon colored, yielding much more juice than other varieties. The acid juice and rind have a rich lime bouquet, imparting a most delicious flavor to your Collins, Rickey, limeade or punch. All points considered, it excels all limes, and will soon be the most popular market variety.

MEXICAN. This bears extremely heavy crops of very acid small greenish fruits. Most of the limes used at soda fountains and bars are of this variety.

SWEET LIME. The juice is so sweet that you can drink it without sugar, and the large fruits are good to eat out of hand. They have characteristic lime flavor. Trees are highly ornamental, hardy, and bear heavy crops of large yellow fruits.



Price of all citrus trees, except where noted.

Vigorous, balled trees, each \$2.85



Anna Benedict—Finest velvety red Dahlia

California Flowerland

DAHLIAS

From hundreds of varieties, tested in our growing grounds, we present this select list of novelties and standard varieties. Our fields, from July until October, present a spectacle of color, a living catalog of varieties for your selection.

We offer either healthy tubers or green plants, which, planted from April until July, will give the best results.

IT PAYS TO PLANT THE BEST. Dahlias give such a wealth of bloom that the cost of clean, healthy tubers is a small consideration in successful growing.

QUANTITY RATE—Deduct 10% if you order 10 or more. (Except collections).

LARGE DECORATIVE DAHLIAS

ANNA BENEDICT. Sensational deep crimson Dahlia, with deep velvety sheen. It is our favorite red variety, its large, firm flowers erectly held on long, stiff stems. Very free flowering. **\$1.50**

BALLEGO'S GLORY. Striking variety, with broad petals of rich mahogany on golden ground, giving distinct two-toned appearance. **85c.**

BOBBY DEAN. Sensational color, iridescent pinkish golden buff; this Dahlia has every good quality—long keeping, perfect size and form, and good stems. **85c**

DEUIL DU ROI ALBERT. A most unusual novelty from Belgium. Petals are rich purple at the base, the outer half pure white. Flowers are of nice size, the petals gracefully curved, giving a striking bi-color effect. **\$1.50**

CLARA CARDER. Beautiful large informal flower of rich cyclamen pink. **50c**

JANE COWL. Massive blooms of bronze and old gold. **40c**

JERSEY'S BEAUTY. The most popular pink Dahlia. **40c**

MRS. I. DE VER WARNER. Popular glowing mauve pink. **40c**

MARGRACE. Very large and beautiful. Vivid rich red, suffused yellow at every tip. An exceptional grower and keeper. **85c**

NOPAL. Rich glowing deep red, large flowers on perfect stems. **40c**

PAUL J. HOWARD. Very large bright yellow. This variety has been outstanding in our fields, carrying its flowers on towering stems. **\$1.00**

PINK GIANT. Simply wonderful in size, form and habit, this is the finest Dahlia of its color, which is a beautiful clear rose-pink, admired by all. **\$2.50**

ROYAL WHITE. Magnificent glistening pure white, broad petals and firm flower, on fine stems. **\$1.00**

SALBACH'S WHITE. Splendid pure white variety. **60c**

SMALL DAHLIAS

Larger and more informal than Pompons, these cut flower varieties grow in favor every year. They are of same form as decorative or cactus, but smaller.

BABY ROYAL. Salmon pink, semi-cactus. **50c**

BALLEGO'S MINIATURE. Cactus. Beautifully variegated gold and pink. **75c**

HONEYBIRD. Cactus. Gold center, to bright orange. Very free flowering. **75c**

JOAN. Pleasing soft cerise pink, excellent formed decorative. **75c**

CACTUS DAHLIAS

ANDREAS HOFER. Soft pink, with creamy center. Medium sized true Cactus, popular for cutting. **75c**

FANCHON. Beautiful large lavender-pink. **75c**

LITTLE SNOW QUEEN. This and the two following are smaller in size, perfect for cutting. Pure white, enlivened by a faint greenish glow in the center. One of the most artistic cut flowers imaginable. See illustration. **75c**

MARKET GLORY. Perfectly formed flowers of delightful lavender-pink. **75c**

MARKET JEWEL. Same type as above, but rich, brilliant crimson. **75c**

MISS BELGIUM. Bright orange, of medium size, very fine for cutting. True Cactus. **75c**

MME. C. JUSSIANT. One of the prettiest true Cactus Dahlias, deep lavender, the large blooms looking like lavender lace. Long straight stems, exceptional keeping qualities. **\$1.00**

NOCTURNO. Flowers of good size, beautifully formed, and one of the most brilliant of all deep scarlet Dahlias. Very showy and free flowering. **\$1.00**

SHOW DAHLIAS

These are large Dahlias, prized for cutting, favorites because they have long wiry stems and the flowers keep so long. The petal formation is like the pompon, making large, rounded blooms.

CLARA CLEMENS. Most striking deep crimson, each petal tipped white. The tall bushy plants, full of bloom, are the admiration of everyone. **\$1.25**

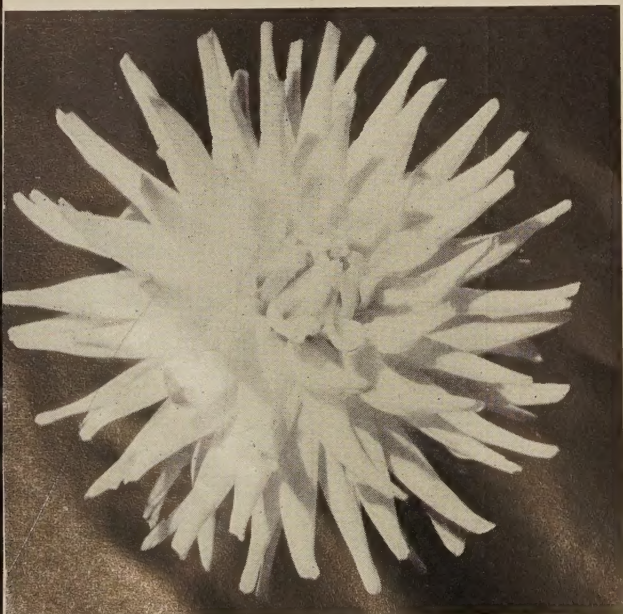
DARKY. Velvety maroon. **75c**

GOLD MEDAL. Deep gold, with red tints. **75c**

PINK BALL. Soft pink. **75c**

SHIRLEY TEMPLE. Bright yellow. **75c**

WHITE WONDER. Pure white. **75c**



LITTLE SNOW QUEEN. Market Jewel and Market Glory are the same type, in different colors.

Pompon Dahlias

Fascinating small flowered Dahlias valued as cut flowers for house decoration, particularly for the table. The pretty, symmetrical ball-shaped flowers, in bright, gay colors, are produced on long stiff stems, and last a long time in water, without burning the stems. Plants are free flowering, and make a fine display in the garden.

ALICE HAITT. Rich red, prolific. 40c

ANNA VON SCHWERIN. This has long been the best soft clear pink pompon, and stock is always scarce. 60c

BRUNETTE. Deep maroon, white tipped. 40c

HELEN COHAN. True pink, silver tipped. 60c

JOE FETTE. The best white. 40c

MARY MUNNS. Deep mauve. 40c

NORA. Good tan or buff color. 60c

PENNY. The finest deep yellow. 60c

SALLY LEE. True lavender. 60c

TOY. Rose pink. 60c

DWARF DAHLIAS

These dwarf Dahlias make colorful beds, as effective as Zinnias, and the flowers are lovely for cutting. Plant them about 18 inches apart, for a mass of gay bloom.

CALIFORNIA FLOWERLAND

DWARF DOUBLE DAHLIAS

As colorful as Zinnias, and just as easy to grow. Plants grow about two feet high, and flower for an extremely long season.

Tubers of Mixed Colors, 2 for 35c; 10 for \$1.40; 100 for \$12.00

CALIFORNIA FLOWERLAND

DWARF SINGLE DAHLIAS

Mixed colors, including rose, pink, white yellow, orange and scarlet. Plants are bushy, grow from two to three feet high.

Tubers, 2 for 35c; 10 for \$1.40; 100 for \$12.00

MAIL ORDERS

Add 25c to each order, for packing and postage.

Add 3% Sales Tax for shipment within California.



POMPON DAHLIAS

DAHLIA COLLECTIONS

Collection A

Six different large Dahlias, Decorative and Cactus, our selection, at least a \$3.00 value, for

\$1.75

Collection B

Six different Small Decorative and Small Cactus Dahlias, lovely for cutting. Our selection, at least a \$3.00 value, for

\$1.75

Collection C

Twelve different Dahlias, including all types and colors (not dwarf). Our selection, at least a \$6.00 value, for

\$3.00

CARNATIONS

Wonderfully improved varieties, notable for size and beautiful colorings.

BARBARA BRIGHAM. Striking orange, with pink stripes and shadings.

CARLOTTA. Beautiful bright coral rose.

CRIMSON POTENTATE. Rich deep crimson.

E. K. HARVEY. Pure white, stained and marbled deep rose. Intensely fragrant.

JOAN MARIE. Finest pure white.

PETER FISHER. Soft salmon pink.

PINK SPECTRUM SUPREME. Rose pink.

RED FEATHER. Warm buff, pencilled scarlet.

RED SPECTRUM. Vivid scarlet.

SILVER LYRA. Bright pink center, with silver-tipped petals.

VOLCANO. Rose-ash, sprayed with flame.

Price of all Carnations: Each 45c, 3 for \$1.25, 10 for \$3.50

CARNATION COLLECTION 10 distinctly different named varieties, some of the above, but including other fine varieties and novelties of which we have too few to list separately, each one labelled **\$3.00**

Add 9c sales tax to all California orders, and 41c for packing and mailing (\$3.50 total). Express collect outside California.



PAUL J. HOWARD'S

CALIFORNIA

FLOWERLAND

PAUL J. HOWARD'S

COLORFUL PLANTS FOR CALIFORNIA GARDENS

GOLDEN-FLOWERED EUCALYPTUS ERYTHROCORYS

Mammoth Verbenas For Great Splashes of Color

Cutting Grown. The clusters of brilliant fragrant flowers of immense size, are produced almost the year around. Unlike seedling verbenas, these cutting-grown plants are true to type, color, and name, and the long-lasting effect is worth many times the small difference in price.

BEAUTY OF OXFORD. Lovely light rose pink.

BLUE TRIUMPH. Deep lavender blue, the nearest to true blue in Verbenas.

CRIMSON GLORY. Huge deep rich crimson blossoms.

DIENER'S RED. Giant glistening red.

ELLEN WILLMOTT. Rich deep rose pink.

MAROON. Unusually deep maroon.

PURPLE KING. Vivid deep purple.

WHITE. Very large pure white.

Price: 10 for 90c; 100 for \$8.00



CRIMSON GLORY
Finest red Verbena



Lovely Everblooming Viola "Wedgewood."

Flower sprays of Eucalyptus sideroxylon rosea are lovely.



NEW Perennial Viola "Wedgewood"

Without doubt, this is the finest Viola we have for freedom of bloom, and rich violet-blue coloring. Unlike other Violas and Pansies, Wedgewood is perennial, blooming nearly the year around. A border or bed of this charming subject is a constant sheet of color.

Large blooming plants in 3-inch pots:

4 for \$1.00;

10 for \$2.00;

25 for \$3.50

Plant More Eucalyptus In Gardens and on Hillsides

EUCALYPTUS SIDEROXYLON ROSEA. Tall, slender, graceful, with long narrow leaves and beautiful blossoms ranging from salmon pink to rose-red.

EUCALYPTUS ANGULOSA. Dwarf, with great fluffy ball-shaped blooms of creamy yellow.

EUCALYPTUS CAESIA. Willow-like, with grey-white bark, pink blossoms. 1-gallon tins, \$1.25; 5-gal. \$2.50.

EUCALYPTUS CITRIODORA. Tall, slender, white barked, with weeping branches. Lemon scented foliage.

EUCALYPTUS NUTANS. Bushy variety with flaming red flowers. 1-gallon tins, \$1.00.

GOLDEN FLOWERED EUCALYPTUS. (E. erythrocorys). One of the most striking of all. Golden blossoms follow scarlet-capped buds. Dwarf; fits any garden. Admirable cut flowers. 1-gallon tins, \$1.25; 5-gal. \$2.50.

SCARLET EUCALYPTUS. (E. ficifolia). Famous parkway and garden tree.

Price of above Eucalyptus, except where noted:
1-gallon tins, each 75c; 5-gallon, \$2.00.



EUCALYPTUS

California's Most Valuable Trees

Probably no other ornamental trees have so much influenced the landscape attraction of California. In most any district, the skyline view is enhanced by these graceful, beautiful trees.

Many varieties heretofore planted are too large for the average garden. But now we offer a group that are dwarfer, tall and slender in growth, although they develop rapidly, and they will fit any garden. Too, their colorful blossoms are a magnificent feature.

Scarlet Gem Penstemon



Hardy Perennial PHLOX

Gay, brilliant flowering perennials, blooming from early summer until September, and bearing huge trusses of fragrant flowers, in shades of pink, rose, crimson lilac and white. Plant them now in masses, for gorgeous display all through next summer and fall.

Phlox are easily grown, hardy anywhere. Set the plants ten to twelve inches apart, in a sunny location, in good garden soil.

Separate Colors of Pink, Rose, Red, Orange Scarlet, White, White with Eye, Lavender, etc.

EACH 30c; 10 FOR \$2.70

PHLOX COLLECTION 1 EACH OF 12 VARIETIES
Our Selection for \$2.75

"Scarlet Gem" Penstemon

Extremely free flowering perennial, the bell-shaped blossoms closely set on graceful stems. Lovely in the garden and for cutting. You will call them the finest perennials you can grow.

3 for \$1.00;

10 for \$3.00

Gorgeous Bougainvilleas

Probably no plants have contributed to such a great extent to California's fame as the "land of flowers" as has the Gorgeous Bougainvillea Braziliensis.

Consider then, what a spectacular display a community could make, if every garden had at least one of these colorful, tropical vines!

Find a place in your garden for them, on a fence, pergola, trellis, or garage.

Bougainvillea Braziliensis is the famous rosy-lavender species. Also lovely are Crimson Lake, red; and Mrs. Praetorius, bronze.

Price of above: 1-gallon tins, each 85c;
5-gallon, \$2.50

Bougainvillea Braziliensis is a riot of color atop a garage.





Halloween

Rose of
Denmark

Melody

Gypsy Queen

Mephisto

Fanfare

San Francisco

California Flowerland FUCHSIAS

AMY LYE. Bears a profusion of single coral-orange blossoms with waxy white sepals. Strong, compact plants, constantly in bloom.

ANDRE LE NOTRE. One of the largest doubles, with corolla of deep prune purple, very full, and broad crimson sepals.

BLACK PRINCE. (Display). One of the finer older fuchsias that blooms freely. Large single flowers with broad open petals of deep rosy pink, and bright rose sepals.

CALIFORNIA. Bright orange flowers of good size, with coral pink sepals. Tall, vigorous, free flowering, shapely shrub.

CRESCENDO. Here is the nearest approach to an all red, large double fuchsia. The sepals are glowing Turkey red, the corolla the same rich velvety color at the base, deepening to red-purple at the edge. The plants are of bushy, upright habit, of medium height, making a brilliant display in the garden.

CATALINA. Beautiful large double flowers of snowy white, with long crimson sepals. A strong grower with fine foliage.

FANFARE. Handsome tall shrub, with large, distinct, and glossy deep green foliage. The showy tubular flowers are glistening Turkey red, with shapely pointed sepals and bright scarlet corolla. Doubly valuable for freedom of bloom, even in winter.

FASCINATION. Large showy double flowers in rosy pink tones, the thick petals of soft rose pink, sepals of deeper pink. Hardy and vigorous.

G. MONK. Excellent compact plants, ideal for pots and for planting in front of taller sorts. Extremely free flowering, becoming covered with double flowers of violet-blue and pink.

GYPSY QUEEN. One of the finest and showiest of all fuchsias. Giant double flowers of rich rosy lavender, with sepals of bright red. A tall, vigorous plant, grand for specimens.

LORD BYRON. Low, compact plants, brilliantly colored flowers with wide flaring, deepest purple corolla and crimson sepals.

MELODY. New. Destined to be one of the most popular, because of its fine growth and charming new coloring. Flowers are large, single, perfectly shaped, in pastel tones of pale cyclamen purple, with prettily recurved sepals of soft rose pink.

MEPHISTO. A grand shrub variety for the garden and for pots or tubs. Vigorous, with handsome foliage, free flowering over a long period, the flowers brilliant carmine, very large and showy.

MME. CARNOT. Beautiful large full double flowers, with reflexed sepals of deep pink and soft pink corolla.

OTTO. Remains most popular, because of its abundance of large purple and crimson flowers, and its usefulness as a pot plant.

ROSECROFT. The Holly-Leaved Fuchsia. Double pink and white, very early and free. Plants of compact growth, become covered with bloom. Fine in pots.

PATTY EVANS. New and beautiful double, with snowy white corolla and very long white sepals tinted soft pink on the under side. Very tall and vigorous.

REITER'S GIANT The biggest and most vigorous double purple sort yet introduced. Flowers are of immense size, often three inches across. The long double corolla is of dark cyclamen purple to petunia purple, and the broad thick sepals are carmine. A strong vigorous plant with thick stems and healthy crinkly foliage, blooming freely over a long season.

ROSE OF DENMARK. One of the daintiest of all. Small flowers with soft rose petals and waxy delicate blush sepals, prettily reflexed.

THE CHIEF. A giant double violet and carmine fuchsia of great beauty. Sepals are brilliant carmine, and the thickly petalled corolla is deep rich violet. Showy plant of fine form and habit.

VICTORY. An outstanding new variety, the huge semi-double blooms surpass anything in its color, in size and refinement. Recurved sepals are carmine; elegant corolla of solid rose madder, giving the effect of solid crimson self.

WINSTON CHURCHILL. (New). We believe this will be one of the finest varieties ever produced. It is nearly always in bloom, a good grower, and the double corolla is nearest of all to true blue. Sepals red.

MURIEL. (below) Free flowering basket Fuchsia.



Hanging Basket Fuchsias

Perhaps in no other way can the Fuchsia display all its color and beauty as well as when grown in hanging baskets or pots. We have hundreds of beautifully grown baskets on display during the flowering season. It is easy to grow your own, too, starting with 4-inch pots in early spring.

BUTTERFLY. Similar to Muriel, with magnificent wide flaring petals of brilliant rosy red; sepals crimson. 1942 novelty of proven merit. It will delight you.

CASCADE. Favorite since its introduction. Of perfect weeping form, branches are covered with huge single flowers of exquisite pink, salmon and cerise.

FALLING STARS. Of glowing beauty; the brilliant scarlet and orange scarlet flowers are freely produced on graceful plants.

HENRI POINCARÉ. Large single flowers with long violet-blue corolla and bright red sepals. Very fine.

HALLOWEEN. Long pendant branches covered with lovely, huge single flowers, with light plum corollas and white, flushed pink sepals.

MARINKA. Almost self color, with rosy scarlet corolla and scarlet sepals.

MRS. VICTOR REITER. Beautiful bright green foliage, and flowers of pure crimson, with long slender sepals and tube of creamy white.

MURIEL. Perhaps our most showy basket Fuchsia, because of its amazing freedom of bloom and pleasing colors. See color plate. Excellent in the garden, too, if given slight support.

NONPAREIL. Very large, showy, semi-double flowers of rosy violet blue, with sepals of ivory white, are freely produced.

PASTEL. Beautiful soft coloring, with sepals of soft rose, petals pale purple. Supersedes Treasure Island.

SAN FRANCISCO. Strong growing plants with gracefully arching branches and giant single glistening flowers, sepals and long thick tube bright rose, corolla geranium red. Far superior to Aurora Superba and Orange Glory.

PRICES: All varieties, excellent large plants in 4-inch pots, Each 50c; 3 for \$1.35. Specimens in 6-inch pots, \$1.00 and \$1.50.

Out-of-town orders, shipped by express. Please add 3% sales tax and 35c packing charge to each order.



Fascination

Catalina

The Chief

Butterfly

Nonpareil

Mme. Carnot

Mrs. Victor Reiter

Fuchsias and Tuberous Begonias Are Ideal Shade Plants for Summer Bloom

California Flowerland GARLAND FUCHSIA COLLECTION

MAIL ORDERS: Please add 15c Sales Tax (in California only) and 35c packing charges. (\$5.50 total). Plants will be shipped by express, or will pay driver a small delivery charge.

One each of the 14 lovely varieties
illustrated at top of these pages.

14 Plants (Value \$7.00)

\$5⁰⁰

HALLOWEEN
ROSE OF DENMARK
MELODY
GYPSY QUEEN

CATALINA
MEPHISTO
FANFARE
SAN FRANCISCO

FASCINATION
THE CHIEF
BUTTERFLY
NONPAREIL

MME. CARNOT
MRS. VICTOR
REITER

California Flowerland TUBEROUS BEGONIAS

Tuberous Begonias flower from June until fall, and their glistening blossoms are not only among the most effective garden subjects, but make richly beautiful table decorations and corsages.

DOUBLE CAMELLIA TYPE

The most popular form, with flowers five to eight inches across, resembling camellias.

Pink, Salmon Rose, Cardinal Red, Scarlet, Salmon, Rose, White, Orange, Yellow.

PICOTEE TYPE

Flowers like the Camellia type, but slightly smaller, in beautiful two-toned combinations of color.

Apricot, Salmon, Red, Rose.

CARNATION FLOWERED TYPE

Very double flowers, with frilled petals, lovely for bedding and pot plants.

Crimson-Rose, Dark Red, Salmon, Apricot, Rose Pink, Scarlet, Orange, White, Yellow.

HANGING BASKET BEGONIAS

(Lloydii)

One of the most attractive types. Their hanging habit, with great masses of bloom, makes them favorite decorations for terraces or sun porches, in hanging baskets or pots. Flowers are Deep Pink, White, Salmon, Red, in mixed colors only.

SINGLE CRESTED

Beautiful flowers with ruffled, fluted and frilled crest overlaid on each petal.

White, Dark Red, Yellow, Scarlet, Pink.

SINGLE FRILLED TYPE

Exquisite large flowers, beautifully frilled and ruffled at the edges.

Yellow, Orange, White, Pink, Crimson Rose, Scarlet, Apricot, Salmon, Dark Red.

GIANT SINGLE TYPE

Perhaps the showiest of all for bedding. Flowers of astonishing size face upward on strong stems, displaying a sheet of color.

Scarlet, Dark Red, Orange, Rose, Salmon Pink, White.

From June until Fall

The thousands of plants in bloom at California Flowerland make one of the most spectacular displays imaginable. Be sure to see it.

PRICES: Begonias in 3-inch pots, 3 for 75c; 10 for \$2.25; 100 for \$20.00. 4-inch pots, 3 for \$1.50; 10 for \$4.50.

TUBEROUS BEGONIA

Double Camellia
Flowered Scarlet



Plant Tuberous Begonias in a light porous soil mixture composed of leafmold and sandy loam, enriched with well rotted manure. Keep them moist at all times, using fine overhead spray during warm weather. Feed them commercial fertilizer as soon as they have become established, and again when in full bloom. Do not put fertilizer in direct contact with the stems.



Three Charming Feathery Chrysanthemums: SILVER LACE, J. C. TAGGART, PEGGY ANN HOOVER. Each, 25c. Three for 75c.

California Flowerland CHRYSANTHEMUMS

All of the plants we grow are selected, named varieties, each we consider the most satisfactory of its color.

Order by type and color; the plants we send will be correctly named. May and June are best planting months. Plants are thrifty, pot grown.

Exhibition Chrysanthemums

The largest flowered type, magnificent when disbudded, allowing 2 to 4 flowers to each plant. Colors: White, Pink, Rose, Purple, Yellow, Bronze.

Each 25c; 10 for \$2.00

Pompon and Button Types

Pompons grow in sprays, may be disbudded for larger flowers or pots. Button type has small, tight-petaled flowers. Specify type desired on your order.

Colors: White, Pink, Rose, Lavender, Red-Bronze, Bronze, Red, Yellow.

Each 20c; 10 for \$1.80; 100 for \$16.00

Large Chrysanthemums

For long stemmed cut flowers in the home. They are full, rounded, beautifully formed. Colors: White, Pink, Rose, Mauve, Light Yellow, Deep Yellow, Red, Light Bronze, Deep Bronze.

Each 25c; 10 for \$2.00; 100 for \$18.00

Feathery and Spidery Type

Interesting and strikingly beautiful, with their curiously formed petals, they make unique, graceful and artistic decoration in vases and baskets.

White, Purple, Pink, Yellow, Rose, Bronze, Red, Mauve.

Each 25c; 10 for \$2.00; 100 for \$18.00

Anemone Type

Two or more rows of petals surround a cushion center of contrasting color. White, Pink, Bronze, Yellow, Red.

Each 25c; 10 for \$2.00;
100 for \$18.00

Single

Chrysanthemums

One or more rows of petals, handsome daisy-like blooms. Graceful in sprays, or may be disbudded. Some of these should be in all collections.

Each 20c; 10 for \$1.80;
100 for \$16.00



NEW California Flowerland AFRICAN DAISY HYBRIDS

NEW ARCTOTIS HYBRIDS. Few plants are as colorful or bloom so continuously. Our new colors are amazingly brilliant, the flowers large, with good stems on bushy plants. There is no finer flowering perennial for California.

Mixed Colors, as illustrated: 3 for \$1.00; 10 for \$1.50; 25 for \$2.50

MAIL ORDERS—Pot-grown plants listed on this page are safely shipped by express, carriage charges collect. No orders filled for less than \$1.50. Add 3% sales tax.

PAUL J. HOWARD'S

PELARGONIUMS

Pelargoniums, known as Martha Washington Geraniums, are among our showiest and most satisfactory summer and autumn flowering plants. They are very easily grown, thrive particularly well at the seashore, and make wonderful specimens as pot plants, rivalling Azaleas in their gorgeous coloring.

We grow a complete collection of novelties and standard varieties, a great many not listed here.

Collection:

1 large plant each of the 5 Choice Varieties
\$2.25



Left to right: Top row—Azalea, Bertha Wagner, Mackensen. Bottom row—Edith North, Mabel.

AZALEA. Well named; flowers are large, ruffled, and have the texture and rich coloring of azaleas. A splendid pot plant variety.

BERTHA WAGNER. Fine garden variety, blooms freely; tall shapely plants covered with daintily colored flowers, rose pink with red, edged white.

BEVERLY HILLS. Finest lavender or orchid colored variety. Uniform in color, the flowers are very large and ruffled.

DIENER'S GIANT. One of the largest flowered varieties, rich salmon pink, with two bright red blotches. Fine for bedding.

EDITH NORTH. Lower petals clear rose pink, upper, deep pink flushed orange-salmon with small crimson blotch. Tall grower and very showy.

GARDENER'S JOY. One of the most popular of all, the very large flowers are white with pale pink flush, and attractive dark red stripes.

IDA HENLEY. Striking colored variety. Deep velvety maroon, shaded rose at edges of petals, and glowing salmon maroon center that illuminates the flowers.

MABEL. Upper petals maroon, lower bright rose, very showy.

MACKENSEN. Immense clusters of fiery rose, early and free flowering.

MRS. F. BACHELOR. Very fine deep rose red, upper petals blood red at center. Outstanding large flowered variety.

MRS. MARY BARD. When plants of this wonderful variety are full of bloom, the flowers are effectively pure white. The large ruffled flowers have a faint feathering of amaranth.

SUE JARRETT. Pink, shaded salmon, with darker upper petals, attractively marked with crimson. One of the largest and best.

VERA WATT. Rich rose pink, very large; one of the freest blooming, and finest varieties for pots or bedding.

Price of All Pelargoniums:

Large, blooming-size plants, bushy and well grown in 4-inch pots:

Each 50c; 3 for \$1.35

California Flowerland Geraniums

Geraniums are indispensable in California gardens, and add alluring color to almost any type of architecture. They are finding wider use than ever, in beds, borders, and as specimens in ornamental pots. Our California Flowerland Collection of Geraniums includes the newest and finest varieties, superior pot grown plants.

Besides the sizes listed, we have beautifully grown large specimens in full bloom, for patio and garden decoration. Ask for prices on these.

IMPROVED SINGLE-FLOWERED GERANIUMS

ALICE OF VINCENNES. The blending of color in this variety is very striking. Pure white at the center, shading through deep rose to bright red at the edge.

BEAUTY OF CHATSWORTH. A Paul J. Howard introduction, and one of the finest Geraniums grown, perfect for large pot specimens, as it blooms continuously, and always shows color. Fine foliage, and huge clusters of large florets of a lovely rich shade of cherry rose.

HERRICK. Dwarf growing, compact plants, splendid for bedding with large flower clusters of intense scarlet.

L'AUBE. The finest of all pure white, single Geraniums, with golden stamens; a beautiful pot plant.

MAXIME KOVALESKY. Brilliant orange red, almost a true orange, very striking, with handsome foliage; vigorous plants.

MRS. E. C. HILL. An exquisite shade of light salmon pink; does not fade in the sun; very fine.

NUIT POITEVINE. Lovely flowers of a glorious shade of bright red; fine foliage.

SUSAN LEEPRE. An exquisite shade of salmon, with golden orange suffusion; a very beautiful Geranium, and a robust, compact grower.

CHOICE DOUBLE AND SEMI-DOUBLE VARIETIES

ALPHONSE RICARD. Very popular double Geranium, flowers of bright vermilion scarlet.

BEAUTE POITEVINE. A fine semi-double Geranium, very large flowers of bright salmon pink.

CALIFORNIA PINK GIANT. Enormous trusses of huge double flowers, each floret like a small pink rose; bright clear pink.

E. H. TREGO. Large trusses of fine double flowers, brilliant orange scarlet.

MISSOURI. One of the finest and most popular, bearing immense trusses of large double flowers, bright scarlet; very free flowering.

MME. LANDRY. Clear salmon, shading to copper at the center. A magnificent flower, and one of the leading pot-plant varieties.

RADIO. Rich velvety flowers; a fine pot plant.

SCENTED GERANIUMS

Old-fashioned garden favorites, grown for the spicy fragrance of their foliage, used for scenting linens, etc.

LEMON GERANIUM. A pretty plant, the stems clothed with tiny crinkled, lobed leaves, having the fragrance of Lemon Verbena.

ROSE GERANIUM. Popular for the spicy fragrance of its deeply lobed, skeleton-like leaves, used for flavoring, and for perfuming linens.

PEPPERMINT GERANIUM. Beautiful plants with large soft silky leaves, deeply lobed, and peppermint scented.

IVY LEAVED GERANIUMS

The Ivy Leaved Geraniums are especially desirable for covering banks, hillsides, and parkways, because of their trailing or climbing habit of growth and their bright shiny green foliage. They are attractive for window boxes and hanging baskets also, and are among our most satisfactory plants for seaside planting.

CHARLES TURNER. The most popular and the finest rose pink. Growth luxuriant; very free flowering.

LAVENDER. Plants of trailing habit, with smaller leaves than those of most varieties, very glossy; lavender flowers.

ETINCELANT. Intense orange-scarlet; very showy for parkway planting, baskets and pots.

Prices on all Geraniums: 4-inch pots, each 45c; 3 for \$1.25;
10 for \$4.05.

Paul J. Howard's Established CLIMBING ROSES



REVEIL DIJONNAIS

Imagine a clean, glossy-leaved vine just covered with these amazingly brilliant, cup-shaped roses pictured above, and you will have some idea what a spectacle this showy climber will make in your garden. Large established plants, full of buds or blossoms

Each \$2.00

These Established Climbing Roses are staked, 5 to 8 ft. high, in bud and bloom

BANKSIA. Tiny white roses in masses, on thornless, evergreen vines, make this highly ornamental on arbors.\$1.75

BELLE OF PORTUGAL. Lovely long buds and cup-shaped flowers of salmon flesh. Rampant grower, blooms profusely in spring; one of California's most popular roses.\$1.75

BELLA BLANCA. The White Belle of Portugal. Beautiful long buds.\$2.00

CHEROKEE. Showy, free flowering, large single roses. Pink, Red, or White.\$1.75

CL. CONDESA DE SASTAGO. One of our showiest climbing roses. Beautiful glossy foliage, vigorous grower; flowers bright copper rose, reverse of petals gold.\$2.00

CL. COUNTESS VANDAL. Shapely buds and flowers of lovely coppery salmon.\$2.00

CL. DAVID O. DODD. Large double flowers of rich crimson, fragrant. Vigorous, blooms profusely, glossy foliage.\$2.00

CL. GOLDEN EMBLEM. Deep yellow, one of the best.\$1.75

CL. HADLEY. Fragrant deep crimson, free flowering.\$1.75

CL. KAISERIN AUGUSTA VICTORIA. Pearl white.\$1.75

CL. LOS ANGELES. Flame pink, shaded coral and gold. One of the finest pink roses ever developed, and grand as a climber, free flowering.\$1.75

CL. LOUISE CATHERINE BRESLAU. Showy coppery orange.\$1.75

CL. MARY HART. Patented. Beautiful red sport of Talisman, excellent climber.\$2.00

CL. MRS. E. P. THOM. Golden yellow, fine form.\$1.75

CL. MRS. SAM MCGREDY. Patented. Copper orange, free flowering.\$2.00

CL. WILL ROGERS. Deep velvety crimson, fragrant.\$2.00

GOLD OF OPHIR. Old-fashioned favorite for covering fences, porches, and trunks of trees. Bears great clusters of copper-rose blooms.\$1.75

MERMAID. Large, fascinating single sulfur yellow, amber stamens; handsome glossy foliage. Unexcelled for trellis, arbor, fence or as ground cover for banks and slopes.\$1.75

MRS. PAUL J. HOWARD. Beautiful buds, deep velvety red, large full double flowers, unfading rich crimson, fragrant. Fine foliage; strong, vigorous climber. One of the finest in cultivation. Main shoots may be pruned back to make a wonderful bushy plant.\$2.00

PAUL'S SCARLET CLIMBER. Masses of brilliant red roses.\$1.75

PHYLLIS BIDE. Great clusters of pink and gold blooms are borne continuously on a highly ornamental vine.\$1.75

ROSA GIGANTEA. Sensational climbing rose, will cover 30 to 40 feet of fence in a short time. Masses of large single yellow roses in sprays, very fragrant.\$2.00

THE GLORY OF CALIFORNIA GARDENS

Climbing roses, freely planted on fences, arbors, pergolas, and trellises, bring year around color to our California gardens as they can in no other part of the country. There are so many more gorgeous varieties we can grow.

Our established roses are superb large specimens, in 5-gallon tins, in bloom from spring throughout the season. Be sure to visit this display.

We have many other fine varieties of Climbing and Bush Roses. You can see them in bloom at California Flowerland from April to December.

Tree Roses

California Flowerland Tree Roses are budded on long straight stems at a height of 40 inches from the ground, forming a bushy head.

Price: \$2.50 each, 4 for \$9.00

APRICOT QUEEN. Apricot and orange merging to salmon rose.

AUTUMN. Burnt orange and gold, streaked with red, fragrant.

CALEDONIA. Large double white roses, long stemmed; fine long buds.

CALIFORNIA. Giant ruddy orange gold, long stemmed.

CHARLOTTE ARMSTRONG. The lovely 1941 All-America rose in tree form; long buds of blood red, brilliant red blooms, luxurious foliage.

CHRISTOPHER STONE. Glowing scarlet crimson, heavy strong stems.

CONDESA DE SASTAGO. Scarlet and gold.

COUNTESS VANDAL. Salmon pink, copper and gold; vigorous, free flowering.

CRIMSON GLORY. Large urn-shaped buds and flowers of vivid crimson, shaded deep red. Free flowering, vigorous.

DAINTY BESS. Single flesh pink, crimson stamens.

ECLIPSE. Long, streamlined buds of pure golden yellow.

ETOILE DE HOLLANDE. One of the best reds, rich deep crimson.

FRAU KARL DRUSCHKI. Largest pure white rose; vigorous, free flowering.

GOLDEN EMBLEM. Bright yellow.

GOLDEN RAPTURE. Perfectly formed buds and flowers of pure deep golden yellow.

HADLEY. Favorite velvety red. A fine Tree Rose.

HEART'S DESIRE. The glorious new All America winner, and the finest red rose yet introduced. Luminous deep red buds, full and double blooms that do not fade, on long strong stems. Delightfully fragrant; vigorous, disease resistant.

HINRICH GAEDE. Brilliant vermilion orange.

IMPERIAL POTENTATE. Giant deep rose pink, fragrant.

J. OTTO THILLOW. Clear rose pink.

KAISERIN AUGUSTA VICTORIA. White, shaded cream at center. Fine form and foliage.

LOS ANGELES. The finest and most popular pink Tree Rose.

LULU. Coppery salmon rose; semi-double flowers.

MARY HART. Red Talisman.

McGREDY'S IVORY. Creamy white.

MME. JOSEPH PERRAUD. Nasturtium orange and buff.

MRS. E. P. THOM. Fine, pure yellow.

MRS. PIERRE S. DUPONT. Reddish gold and yellow.

PICTURE. Exceptionally fine salmon pink, fragrant and lasting; nearly ever-blooming.

POINSETTIA. Long pointed buds, large open flowers of brilliant red, extra fine.

PRESIDENT HERBERT HOOVER. Rose, copper and gold; strong grower.

RADIANCE. Carmine pink.

RED RADIANCE. Cerise red.

ROSE MARIE. Rose pink, nearly ever-blooming. Fine the year round.

SANTA ANITA. Glowing rose pink, beautifully formed buds and flowers; bright green foliage.

SIGNORA. Bright orange rose, heavy reflexed petals. Vigorous; glossy foliage.

SOUTHPORT. Brilliant rich scarlet, fragrant.

TALISMAN. Rose and gold.

TEXAS CENTENNIAL. Huge buds of brick red, changing to cerise red. Strong, free flowering, lovely.

THE DOCTOR. Huge silvery pink flowers, like peonies; fragrant.

VESUVIUS. Scarlet, poppy-like blooms; showy and free flowering.

WORLD'S FAIR. Clusters of deep crimson flowers, with golden yellow centers. Blooms continuously.



CALIFORNIA. Our favorite rose. Bush, \$1.75; Tree \$2.50

PEARL HARBOR. "The Memory Rose". Shell pink with golden bronze shadings. Outer petals vivid pink. Long, practically thornless stems.\$1.75

PICTURE. One of the finest pink roses, nearly everblooming. Long buds open to lovely flowers of salmon pink, with undertone of orange, fragrant and lasting. Vigorous plant,\$1.25

POINSETTIA. One of the most brilliant red roses, close to a Poinsettia scarlet which does not fade. Long pointed buds, flowers are large, open, many petalled, fine for cutting. Tall, slender, vigorous bush,\$1.25

PRESIDENT HERBERT HOOVER. Flowers a gorgeous combination of flame scarlet, cerise pink and orange yellow, huge and fragrant, on long strong stems. Vigorous, tall bush, free flowering, leathery foliage,\$1.25

ROSE MARIE. Clear rose pink, fine buds and flowers. Free flowering, vigorous; dark glossy foliage.\$1.25

SANTA ANITA. One of the finest new roses, rich, true glowing rose pink; flowers and buds beautifully formed, on smooth strong stems; fine bright green foliage.\$1.75

TALISMAN. Rose and gold, fragrant.\$1.25

TEXAS CENTENNIAL. (Patented). The Red Hoover. Brick red, turning cerise rose with age. Free flowering, tall vigorous plant,\$1.25

THE DOCTOR. Outstanding pink rose, of huge peony form, uniform silvery pink in color, fragrant. Buds long and pointed.\$1.25

Established Bush Roses

APRICOT QUEEN. (Patented). Orange and apricot, shading to salmon rose in the open flower, petals of great substance; beautiful long pointed buds. Fragrant, long lasting.\$1.75

CALIFORNIA. All-America Award, 1941. The outstanding performance of this rose in our gardens places it at the head of our list. In our opinion it out-classes nearly any other rose in this vicinity, and in addition has a brilliance of color and substance possessed by no other rose. Its huge flowers of ruddy orange and bright gold are lovely either in bud or open flower. Blooms freely through the year.\$1.75

CHARLOTTE ARMSTRONG. (Patented). All-America Award in 1941, of outstanding beauty. Long slender buds of blood red open into fine double flowers of brilliant red in cool weather, cherry rose in hot weather. Long stemmed, ideal for cutting. Plant is upright, strong, free flowering, with luxurious disease resisting foliage.\$1.75

COLETTE CLEMENT. Huge single flowers of reddish orange, slightly fragrant, on long stems. Tall and vigorous,\$1.25

CONTRAST. Beautifully formed buds and blooms of unique coloring. Vermilion-scarlet inside, outside bronzy gold, varying to silvery white. Color varies from vermilion to rich rose at different seasons. Strong upright bushes, free flowering,\$1.25

DAINTY BESS. Delicately beautiful single flowers of blush pink, with crimson stamens. Free flowering, long lasting,\$1.25

DAME EDITH HELEN. Full, double, large fragrant pink, one of the most beautiful roses grown,\$1.25

HADLEY. One of the best reds, fragrant, fine buds,\$1.25

IRISH CHARM. Perfectly formed buds, and double, high centered flowers of deep blush pink, shaded apricot. Vigorous, free flowering,\$1.25

LOS ANGELES. Flame pink with coral and gold shadings. Still one of the finest pinks,\$1.25

LULU. Exquisite buds of coppery rose. Blooms freely,\$1.25

MRS. E. P. THOM. The best yellow bedding rose we have, nearly everblooming; flowers deep golden yellow,\$1.25

MRS. PIERRE S. DUPONT. Long pointed buds of reddish gold, opening to semi-double flowers of deep yellow, fragrant,\$1.25

MRS. R. M. FINCH. Floribunda. Delightful little rose like Cecile Brunner in form, but rich, pure rose pink,\$1.25

ROSA MUTABILIS

A grand shrub rose for any part of the garden. Always in bloom, with single flowers in sprays that are fiery orange in the bud, open to soft yellow, changing through pink to rosy red, giving the effect of a bush covered with flowers of many colors. Foliage glossy the year around, never showing a trace of mildew. Use it as a specimen or hedge.

Each \$1.75



Paul J. Howard's Established Roses are extra large bushes, growing in prepared soil in large containers. Free delivery on orders of \$2.00 or more in Los Angeles Metropolitan Area. Add 10% for packing of express shipments (minimum packing charge 40c).

PAUL J. HOWARD

HIGHLY RECOMMENDS
TWO SMACKING FINE

**VEGETABLE
WONDERS**



**CENTER PICTURE
BIBB LETTUCE**

Jackie Barnes gathers Bibb Lettuce from this small bed, which keeps the family supplied with delicious salad the year 'round, by replanting as used, with plants from Plant-Band Pots. (See page 4) Center of bed is Romaine, border in Parsley.

PAUL HOWARD'S

Amazing Luscious BIBB LETTUCE

It's a new lettuce—emerald green, crisp, tender—melts in your mouth.
Serve an individual head to a person. See page 4.

PLANTS, 50c Per Dozen. SEED, Packet, 15c

PAUL HOWARD'S

Prolific Cluster TOMATO "Garden King"

They hang like grapes. Abundant, firm, perfect flavor. Disease Resistant.

PLANTS, 75c Per Dozen. SEED, Packet, 25c

**THE GARDEN KING
TOMATO**

is at its best when supported by a tall stake or trellis, where the medium sized fruits in great clusters can develop to perfection.

We can supply 1-inch redwood stakes, 5 feet high, stained green, at 10c each, 32 x 48-inch redwood tomato trellis, 65c each.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles

TELEPHONES: From Los Angeles—ASHley 4-2951 From West Los Angeles—ARIZona 3-1171
From Santa Monica—Dial 4-2755